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Modified PTO/SB/08A (08-00)

Approved for use through 10/31/2002. OMB 0651-0031

U.S. Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

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Sheet 1 of 18

Complete if Known

Application Number	10/798,444
Filing Date	12 March 2004
First Named Inventor	MERRIMAN, Dwight A.
Group Art Unit	2155
Examiner Name	n/a
Attorney Docket Number	11032-3069

U.S. PATENT DOCUMENTS

Examiner Initials *	Cite No. ¹	U.S. Patent Document		Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number	Kind Code ² (if known)			
/J.M./		4,602,279		FREEMAN	07-22-1986	
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/J.M./		5,504,894		FERGUSON et al.	04-02-1996	

Examiner
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/James Myhre/

Date

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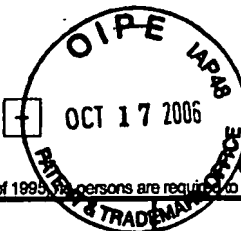
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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

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Sheet 2 of 18

Application Number 10/798,444
Filing Date 12 March 2004
First Named Inventor MERRIMAN, Dwight A.
Group Art Unit 2155
Examiner Name n/a
Attorney Docket Number 11032-3069

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/James Myhre/

Date
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Application Number	10/798,444
Filing Date	12 March 2004
First Named Inventor	MERRIMAN, Dwight A.
Group Art Unit	2155
Examiner Name	n/a
Attorney Docket Number	11032-3069

Sheet 3 of 18

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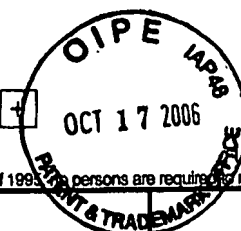
Examiner Signature	/James Myhre/	Date Considered	06/25/2007
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Complete if Known

Sheet	4	of	18	Application Number	10/798,444
				Filing Date	12 March 2004
				First Named Inventor	MERRIMAN, Dwight A.
				Group Art Unit	2155
				Examiner Name	n/a
				Attorney Docket Number	11032-3069

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/J.M./		2005/0197164		CHAN	09-08-2005	

Examiner Signature	/James Myhre/	Date Considered	06/25/2007
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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

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Sheet **5** of **18**

Complete if Known

Application Number	10/798,444
Filing Date	12 March 2004
First Named Inventor	MERRIMAN, Dwight A.
Group Art Unit	2155
Examiner Name	n/a
Attorney Docket Number	11032-3069

FOREIGN PATENT DOCUMENTS

Examiner Initials*	Cite No. ¹	Foreign Patent Document			Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T ₆
		Office ³	Number ⁴	Kind Code ⁵ (if known)				
/J.M./		DE	19528911	A1	GOLDSCHIEDER	02-12-1997		
		EP	0 216 535	A2,A3	MATERNA et al.	04-01-1987		
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		WO	96/36926	A1	MCDONALD et al.	11-21-1996		

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Date
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Sheet 6 of 18

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First Named Inventor	MERRIMAN, Dwight A.
Group Art Unit	2155
Examiner Name	n/a
Attorney Docket Number	11032-3069

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		(EP)	(0 829 058)					
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Sheet 7 of 18

Complete if Known

Application Number	10/798,444
Filing Date	12 March 2004
First Named Inventor	MERRIMAN, Dwight A.
Group Art Unit	2155
Examiner Name	n/a
Attorney Docket Number	11032-3069

OTHER PRIOR ART -- NON PATENT LITERATURE DOCUMENTS

Examiner Initials *	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T ²
		17625888; Java and Blackbird: extending the Web.....; Seybold Report on Publishing Systems; October 23, 1995	
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		Bounty Quest Web page displaying article titled "Bounty Collected Double Click Banner Ad Patent; (http://www.bountyquest.com/bounties/displayBounty.php?bountyName=1019; printed on 3/9/01)	
		Bounty Quest Web page displaying article titled "Digital Porn Mogul Wins Silver Bullet Award; (http://www.bountyquest.com/winner/bachelor.htm; printed on 3/9/01)	
		Bounty Quest Web page displaying article titled "DoubleClick Prior Art; (http://www.bountyquest.com/patentinfo/douclickart.htm; printed on 3/9/01)	
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First Named Inventor	MERRIMAN, Dwight A.
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Attorney Docket Number	11032-3069

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First Named Inventor	MERRIMAN, Dwight A.
Group Art Unit	2155
Examiner Name	n/a
Attorney Docket Number	11032-3069

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		DAVID E. ZINMAN (founder of FocaLink), Deposition Transcript from <i>DoubleClick, Inc. v. L90, Inc.</i> , 00 Civ. 2690, S.D.N.Y.	
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Filing Date	12 March 2004
First Named Inventor	MERRIMAN, Dwight A.
Group Art Unit	2155
Examiner Name	n/a
Attorney Docket Number	11032-3069

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Sheet

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Filing Date	12 March 2004
First Named Inventor	MERRIMAN, Dwight A.
Group Art Unit	2155
Examiner Name	n/a
Attorney Docket Number	11032-3069

	LinkMarket; David Zinman et al.; Z00031-Z00032 / SD027102-SD027103	
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	FocalLink: request for ISN ad traffic data (fwd); September 26, 1995; Z00084-Z00085 / SD027155-SD027156	
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	RE> Saturn Ad Placements; September 29, 1995; Adam@utne.co; Z00087 / SD027158	
	RE: Advertising Update; October 3, 1995; Eric Ver Ploeg; Z00088-Z00089 / SD027159-SD027160	
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Group Art Unit	2155
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	Proposal (fwd); October 23, 1995; Jason Strober; Z00095-Z00096 / SD027166-SD027167	
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	CMP Technical Contact; October 30, 1995; Jason Strober; Z00104 / SD027172	
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	Proposal to Intel; November 13, 1995; Jason Strober; Z00111-Z00114 / SD027179-SD027182	
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	Re: FocaLink Meeting (fwd); Nov. 20, 1995; Karen Johnson; Z00124-Z00125 / SD027192-SD027193	
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	Re: Who's in and who's out (fwd); Nov. 21, 1995; Jason Strober; Z00127-Z00128 / SD027195-SD027196	
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	Saturn reports; Dec. 5, 1995; Jennifer Ratner; Z00134-Z00140 / SD027199-SD027205	
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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

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Sheet

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of

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Complete If Known

Application Number	10/798,444
Filing Date	12 March 2004
First Named Inventor	MERRIMAN, Dwight A.
Group Art Unit	2155
Examiner Name	n/a
Attorney Docket Number	11032-3069

		Re: Advertisers for wyp.net; January 12, 1996; David Zinman; Z00167 / SD027232	
		Quote for Press Release; January 15, 1996; David Zinman; Z00168 / SD027233	
		Re: Quote for Press Release; January 16, 1996; "thomas mark"; Z00169 / SD027234	
		Re: Quote for Press Release (fwd); January 16, 1996; David Zinman; Z00170-Z00171 / SD027235-SD027236	
		RE> **Ad Placement Notific; January 19, 1996; Dan_Stoller@nlsf.com; Z00172-Z00173 / SD027237-SD027238	
		Invitation; January 25, 1996; wilkins@eit.com; Z00174 / SD027239	
		Focalink; January 25, 1996; David Zinman; Z00175 / SD027240	
		SmartBanner Reports; January 25, 1996; David Zinman; Z00176 / SD027241	
		RE: Focalink; January 26, 1996; Rick Vorhaus; Z00177 / SD027242	
		Comments; January 29, 1996; David Zinman; Z00178-Z00182 / SD027243-SD027247	
		Poppe Tyson/Internet Advertising Network Alliance; February 26, 1996; Ron Kovas; Z00183 / SD027248	
		fyi; February 5, 1996; "Roger Follis"; Z00184-Z00185 / SD027249-SD027250	
		Focalink Communications; February 5, 1996; David Zinman; Z00186-Z00188 / SD027251-SD027253	
		Microsoft Update; February 5, 1996; Margaret Bond; Z00189 / SD027254	
		Focalink Communications; February 6, 1996; David Zinman; Z00190-Z00192 / SD027255-SD027257	
		Focalink Communications; February 6, 1996; David Zinman; Z00193-Z00195 / SD027258-SD027260	
		Focalink Communications; February 6, 1996; David Zinman; Z00196-Z00198 / SD027261-SD027263	

Examiner
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Date
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Modified PTO/SB/08A (08-00)

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First Named Inventor	MERRIMAN, Dwight A.
Group Art Unit	2155
Examiner Name	n/a
Attorney Docket Number	11032-3069

		[Fwd: Re: DoubleClick and IAN]; February 6, 1996; Jason Strober; Z00199 / SD027264	
		Focalink Communications; February 6, 1996; David Zinman; Z00200-Z00202 / SD027265-SD027267	
		Test With Focalink; February 7, 1996; David Zinman; Z00203 / SD027268	
		Urgent - Microsoft Ad Placement; February 7, 1996; David Zinman; Z00204 / SD027269	
		Test for Microsoft Banner; February 8, 1996; Joel Bassuk; Z00205 / SD027270	
		ZDNet Test; Margaret Bond; February 8, 1996; Z00206 / SD027271	
		URLs; February 8, 1996; Dan Stoller; Z00207-Z00208 / SD027272-SD027273	
		HeadsUp 02-09-96 (20 stories)<CD58M010>; February 9, 1996; An Information Service of Individual Inc.; Z00209-Z00212 / SD027274-SD027277	
		Focalink Communications; February 13, 1996; David Zinman; Z00213 / SD027278	
		Targeting; February 13, 1996; Michael Wang; Z00214 / SD027279	
		Re: Cookies!; February 15, 1996; David Zinman; Z00215 / SD027280	
		Focalink; February 22, 1996; Jason Strober; Z00216 / SD027281	
		Focalink/Microsoft I.E.; February 23, 1996; Margee Bond; Z00217-Z00218 / SD027282-SD027283	
		Cookies; March 6, 1996; David Zinman; Z00219 / SD027284	
		Did I send this 2x; April 3, 1996; Z00220-Z00222 / SD027285-SD027287	
		Answer to your request; April 8, 1996; Z00223 / SD027288	
		Site Letter; April 10, 1996; Z00224-Z00225 / SD027289-SD027290	

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Group Art Unit	2155
Examiner Name	n/a
Attorney Docket Number	11032-3069

Oracle and Intel; April 12, 1996; Z00226 / SD027291

DoubleClick; April 16, 1996; Z00227 / SD027292

Open Market Licenses With NetGravity; May 6, 1996; Z00228 / SD027293

Fact check; May 12, 1996; Z00229 / SD027294

IDG; May 17, 1996; Z00230-Z00231 / SD027295-SD027296

Daily Spectrum; May 20, 1996; Z00232-Z00242 / SD027297-SD027307

Fact check; May 20, 1996; Z00243 / SD027308

Cookie FAQ; May 21, 1996; Z00244 / SD027309

Focalink Communications; May 21, 1996; Z00245-Z00246 / SD027310-SD027311

Network World Fusion; May 22, 1996; Z00247 / SD027312

Looming issue; July 13, 1996; Z00248-Z00249 / SD027313-SD027314

Cookies & privacy ? / German Press; July 15, 1996; Z00250 / SD027315

Cookies & privacy ? / German Press; July 16, 1996; Z00251 / SD027316

DoubleClick; September 5, 1996; Z00252-Z00253 / SD027317-SD027318

Infoseek Business Terms; September 7, 1996; Z00254-Z00256 / SD027319-SD027321

SmartBanner ads on HotWired; September 11, 1996; Z00257 / SD027322

Statement of Work; September 23, 1996; Z00258-Z00259 / SD027323-SD027324

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Examiner Name	n/a
Attorney Docket Number	11032-3069

NetGravity Releases Adserver 2.0; October 21, 1996; Z00260-Z00263 / SD027325-SD027328

"FOCALINK"; DC004278A

"FocaLink Services"; FocaLink Media Services, Inc.; DC004278B-DC004278C

"Welcome to Focalink!"; FOCALINK COMMUNICATIONS; DC004278D-DC004278CC

"Welcome to Focalink!"; FOCALINK COMMUNICATIONS; DC004278DD-DC004278XX

"Link Marketing"; handwritten page; MA0001

"Link Marketing"; LinkMarket; MA0002-MA0007

"LinkMarket"; David Zinman et al.; MA0008-MA0027

"Link Marketing, LLP"; MA0028-MA0029

"Link Marketing LLP"; MA0030-MA0038

"Escapes"; Web page; MA0039-MA0040

"Industry Overview"; FocaLink Media Services, Inc.; MA0041-MA0053

"Executive Summary"; Focalink Communications Confidential; printed 7/30/97; MA0054-MA0109

"FOCALINK COMMUNICATIONS"; February 1996; MA0110-MA0149

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